

Deodorants in India

July 2024

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Deodorants in India - Category analysis

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2023 DEVELOPMENTS

Deodorants shows healthy growth owing to sports and outdoor activities

Deodorant roll-ons is gaining prominence as brands expand their personal care portfolios

Vini Cosmetics continues to lead deodorants with its brand Fogg

PROSPECTS AND OPPORTUNITIES

Body mists expected to grow as consumers embrace lighter, more refreshing fragrances for daily usage

Ingredient conscious-consumers set to look for clean ingredients in deodorants

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DISCLAIMER

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